

ABSTRACT OF THE DISCLOSURE

When a digital copying machine is switched on,
a main CPU confirms whether the current timing is
a timing at which an advertisement can be displayed on
5 a display section. If operational inputs are being
performed from the display section in the digital
copying machine, the advertisement cannot be displayed
and thus a normal image forming operation is
controlled. If operational inputs are not being
10 performed from the display section and the current
timing is the timing at which the advertisement can be
displayed, it is conformed whether an HDD stores a
registered image as an advertisement image. If there
is at least one registered image in the HDD, the at
15 least one registered image is displayed on the display
section at predetermined time intervals at the timing
of the advertisement display in accordance with the
priority level. The registered image in the HDD, whose
remaining designated display time has reduced to zero,
20 is deleted.